



# A Study on Customer Satisfaction Towards Mobile Wallet Services with Reference to Paytm

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**Abstract.** This study examines customer satisfaction towards mobile wallet services with special reference to Paytm. With the rapid proliferation of smartphones and the expansion of digital payment infrastructure in India, mobile wallets have emerged as a convenient and widely-used mode of financial transaction. Paytm, one of India's leading digital payment platforms, has transformed the way consumers manage money, make purchases, and transfer funds. The study investigates key dimensions of customer satisfaction including ease of use, security, transaction speed, customer support, and service reliability. Data was collected from 90 respondents in Coimbatore district through structured questionnaires and analyzed using percentage analysis and chi-square tests. The findings reveal that while a majority of Paytm users are satisfied with transaction speed and ease of use, concerns persist around security, grievance redressal, and technical glitches. The study provides insights for digital payment service providers seeking

**Keywords:** Customer Satisfaction, Mobile Wallet, Paytm, Digital Payments, Fintech, Coimbatore District

## I. Introduction of the Study

The digital revolution in India has fundamentally altered the landscape of financial transactions. The demonetization of 2016 and the subsequent push toward a cashless economy accelerated the adoption of mobile wallet services across urban and rural regions alike. Among the various digital payment platforms that emerged during this period, Paytm has established itself as a market leader, offering a comprehensive ecosystem that includes mobile recharges, bill payments, fund transfers, shopping, and financial services.

Mobile wallets function by allowing users to link their bank accounts or prepaid balances to a smartphone application, enabling seamless transactions without the need for physical cash or cards. As of recent years, India has recorded one of the highest volumes of digital transactions globally, with platforms like Paytm playing a pivotal role in this growth. However, the expansion of mobile wallet usage has also brought to the forefront important questions about customer satisfaction, trust, and loyalty.

Customer satisfaction in the context of mobile wallets encompasses a broad range of factors, including the intuitiveness of the user interface, the speed and reliability of transactions, the robustness of security protocols, and the responsiveness of customer support. This study focuses on understanding how satisfied Paytm users in Coimbatore district are with these dimensions and what factors most significantly influence their overall experience.

### Objectives of the Study

- To study the awareness and usage patterns of Paytm mobile wallet services among respondents in Coimbatore district.



- To assess the level of customer satisfaction towards Paytm with respect to ease of use, security, and transaction speed.
- To analyze the relationship between demographic factors and customer satisfaction with Paytm services.
- To identify the challenges and concerns faced by users while using Paytm mobile wallet.
- To suggest measures for improving customer satisfaction and service quality in mobile wallet platforms.

## II. Statement of the Problem

India's digital payments ecosystem has grown exponentially in recent years, driven by government initiatives such as Digital India, the Unified Payments Interface (UPI), and widespread smartphone penetration. Mobile wallets like Paytm have become integral to daily financial life for millions of consumers. However, despite their growing popularity, reports of user dissatisfaction stemming from technical failures, security breaches, delayed transactions, and inadequate customer support continue to surface.

In Coimbatore district, a commercially vibrant city with a diverse consumer base ranging from students and professionals to traders and homemakers, Paytm usage is widespread. Yet little research has examined the specific satisfaction levels of these users or the precise pain points they encounter. Understanding the gap between user expectations and actual service delivery is critical for both service providers and policymakers seeking to promote sustained digital financial inclusion.

This study addresses this gap by systematically examining customer satisfaction across key service dimensions of Paytm in Coimbatore district, identifying factors that enhance or diminish the user experience, and proposing targeted recommendations for improvement.

## III. RESEARCH METHODOLOGY

### Research Design

The study is based on a descriptive and analytical research design.

### Data Collection

Both primary and secondary data are used for analysis.

### Primary Data

Primary data is collected through structured questionnaires distributed to Paytm users including students, working professionals, traders, and homemakers in Coimbatore district. The questionnaire includes Likert-scale questions related to satisfaction levels across various service dimensions.

### Secondary Data

Secondary data is collected from journals, research articles, websites, annual reports, and publications related to digital payments, mobile wallets, and fintech services in India.



### Sample Size

A sample of 90 respondents from various categories including students, professionals, business owners, and homemakers in Coimbatore district is selected.

### Sampling Technique

Convenience sampling method is used for selecting respondents.

### Tools for Analysis

- Percentage analysis
- Chi-square test

### Limitations

- Limited sample size restricted to Coimbatore district
- Possible self-reporting bias in responses
- Rapidly changing features and policies of Paytm may affect the relevance of findings over time

## IV. Review of Literature

Singh & Rana (2023): conducted a study on the determinants of customer satisfaction in mobile payment services in India. The authors found that ease of use, perceived security, and transaction reliability were the most significant predictors of satisfaction. The study recommended that service providers invest in user interface design and fraud prevention infrastructure.

Gupta & Jain (2024): examined the role of trust in influencing continued usage of digital wallets among Indian consumers. Their findings highlighted that perceived security and privacy protection were critical factors in building user trust, and that negative experiences such as failed transactions or unauthorized debits significantly eroded satisfaction and loyalty.

## V. Data Analysis and Interpretation

Table 1: Showing Respondents' Overall Satisfaction Level with Paytm Services

Satisfaction Level	Number of Respondents	Percentage
Highly Satisfied	18	20%
Satisfied	34	38%
Neutral	22	24%
Dissatisfied	11	12%
Highly Dissatisfied	5	6%
TOTAL	90	100%



### Interpretation

The data indicates that a combined 58% of respondents are satisfied or highly satisfied with Paytm services, reflecting a generally positive reception among users in Coimbatore district. However, 18% of respondents express dissatisfaction, while 24% remain neutral, suggesting room for significant improvement. The neutral segment may represent users who have mixed experiences or have not engaged deeply enough with the platform to form a strong opinion. Addressing the concerns of dissatisfied users and converting neutral users to satisfied ones should be a priority for Paytm's service improvement strategy.

Table 2: Showing Respondents' Satisfaction with Security and Privacy Features of Paytm

Security Perception	Number of Respondents	Percentage
Very Secure	15	17%
Mostly Secure	28	31%
Somewhat Secure	24	27%
Not Very Secure	16	18%
Not Secure at All	7	7%
TOTAL	90	100%

### Interpretation

Security perception is a critical dimension of mobile wallet satisfaction. The data reveals that only 17% of respondents consider Paytm very secure, with 31% viewing it as mostly secure. A combined 25% of users perceive the platform as not very secure or not secure at all, which is a notable concern given that financial data is involved. These findings underscore the need for Paytm to strengthen its communication around security features such as two-factor authentication, encryption standards, and fraud protection measures, as well as to enhance actual security infrastructure to meet growing user expectations.

Table 3: Showing Respondents' Satisfaction with Transaction Speed and Ease of Use

Satisfaction Level	Number of Respondents	Percentage
Highly Satisfied	30	33%
Satisfied	32	36%
Neutral	16	18%
Dissatisfied	8	9%
Highly Dissatisfied	4	4%
TOTAL	90	100%



### Interpretation

Transaction speed and ease of use emerge as the strongest areas of customer satisfaction in this study. A substantial 69% of respondents are satisfied or highly satisfied with these dimensions, indicating that Paytm's core user experience is perceived positively by the majority of users. Only 13% express dissatisfaction, and 18% remain neutral. This finding suggests that Paytm's investment in user interface optimization and fast processing infrastructure has yielded positive results. Maintaining and further enhancing these strengths will be key to retaining users and attracting new ones in a competitive digital payments landscape.

### Findings

The study presents several key findings relating to customer satisfaction with Paytm mobile wallet services in Coimbatore district:

- **Overall Satisfaction:** A combined 58% of respondents are satisfied or highly satisfied with Paytm services, indicating a largely positive user experience. However, a noteworthy 18% express dissatisfaction, pointing to persistent service quality issues that need to be addressed.
- **Security Concerns:** Only 17% of users consider Paytm very secure, while a combined 25% perceive it as not secure or not very secure. Security remains the most critical pain point for Paytm users, with concerns about unauthorized transactions and data privacy being frequently cited.
- **Transaction Speed and Usability:** These are Paytm's strongest performance areas, with 69% of respondents satisfied with the speed and ease of transactions. The platform's user-friendly interface and quick processing are significant drivers of user loyalty.
- **Customer Support Inadequacy:** A significant proportion of respondents report dissatisfaction with the responsiveness and effectiveness of Paytm's customer support. Delayed resolution of complaints and lack of human assistance are recurring concerns.

### Suggestions

- Paytm should invest in advanced security technologies including AI-based fraud detection, biometric authentication, and real-time transaction alerts to address users' security concerns and build greater trust.
- The customer support infrastructure should be significantly upgraded, with the introduction of 24/7 live chat, faster complaint resolution timelines, and dedicated support channels for high-value transaction disputes.
- Regular in-app notifications and tutorials should be introduced to educate users about the full range of Paytm's services, particularly among older demographics who may not explore the app extensively.
- Paytm should establish a transparent communication protocol for notifying users about technical outages, regulatory changes, and security updates, helping to manage user

## VI. Conclusion

Mobile wallet services represent a transformative shift in India's financial landscape, offering consumers unprecedented convenience and access to a range of digital financial services. Paytm, as a frontrunner in this space, has achieved considerable success in terms of user adoption and transaction volumes. This study, conducted among 90



respondents in Coimbatore district, provides a nuanced picture of customer satisfaction that goes beyond simple usage statistics.

While the majority of Paytm users in Coimbatore express overall satisfaction with the platform, particularly praising its transaction speed and ease of use, significant challenges remain in the areas of security perception, customer support, and awareness of advanced features. These gaps represent both challenges and opportunities for Paytm as it seeks to deepen its market presence and improve user retention in an increasingly competitive fintech environment.

For mobile wallet services to fulfill their potential as drivers of financial inclusion and economic empowerment, service providers must move beyond mere transactional satisfaction and work toward building holistic, trust-based relationships with their users. By addressing the concerns highlighted in this study, Paytm can strengthen customer loyalty, attract new users, and contribute meaningfully to India's vision of a robust digital economy. With the right combination of technological innovation, regulatory compliance, and customer-centric service design, mobile wallets like Paytm have the potential to become truly transformative tools for consumers across Coimbatore district and beyond.

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